

Abstract

Leaders are the driving force of any system. Leaders lead the system from the front. Leaders formally and informally motivate their followers to do any work. Leaders are the pillars of any system. There are many types of leaders we come across in our day to day life. Among them charismatic leader is one of them. Charismatic Leaders are the leaders who lead the system with the help of their charisma. Charisma is the inner ability which helps the leaders to motivate, stimulate and instigate the followers to take any action fit and suitable for the system. There are many charismatic leaders we come across in different fields of our life. We find them in the field of science, technology, business as well as politics. Many leaders are male and few of them are female. Mamata Banerjee is such a Charismatic Leader. Her charismatic ability has motivated crores of people of India in general and West Bengal in particular for years. She is leading the Government of West Bengal for the last ten years with ease. Mamata Banerjee is leading the administration from the front. The study has explored different dimensions of Mamata Banerjee as a charismatic leader. The study has also explored her people management ability becoming a leader of the mass. This journey from general leader to the leader of the mass is highlighted in this study. This research work is entirely focussed on Mass Leader Mamata Banerjee. The study has explored and has also re-established that Mamata Banerjee is not only the present chief minister of West Bengal but also a very important and respected National Leader of India. She is a very important opposition leader of the country right now perhaps the main opposition leader of India in present time. Her visionary leadership has explored many possibilities of Bengal in present time. Her own personal and sensitive touch in administration has made the public administration more human in nature. Her government is having an ever helping attitude. There are limited charismatic women leaders of the mass in India at present. Among them Mamata Banerjee is a leading and prominent name.

In this study many dimensions of leadership particularly charismatic leadership are observed. This research work is undertaken to see and observe to what extent the observation is correct and accepted to explore the role of charismatic ability to Mamata Banerjee. The study also tries to explore how far and to what extent Mamata Banerjee possesses charismatic qualities which a leader in such situation should possess. The study has also tried to explore to what extent her possession of this leadership trait has helped to win the trust and faith of the common public. The research tries to highlight how far she is successful in nourishing and nurturing the dreams of the common public of India in general and West Bengal in particular.

The present research study is divided into ten chapters. They are from Chapter 1 to Chapter 10. In Chapter 1 Introduction is given. In Chapter 2 Literature Review on the area of the research work is done. In this chapter only the Research Gap is identified. Chapter 3 explores the characteristics of charismatic leader. This chapter also explores the features and traits of the charismatic woman leader in different fields of our life including politics and public administration. In Chapter 4 objectives of the study are there and hypothesis is also set in this chapter. Chapter 5 is about Research Methodology. It contains details of different qualitative and quantitative methods applied to do this research work on Mamata Banerjee. Next chapter is Chapter 6. It contains the analysis of the research work. In this chapter both primary and secondary data is analysed with the help of some statistical tools and methods. Chapter 7 gives details about the challenges and charisma of Mass Leader Mamata Banerjee. Chapter 8 talks about achievement oriented leader Mamata Banerjee. This chapter gives details about the achievement orientation of Mamata Banerjee as a leader of the mass. Chapter 9 gives an insight into the people management quality of leader Mamata Banerjee. This chapter gives a vivid description of Mamata Banerjee's charismatic people management abilities. It gives details about her unique quality to understand the feelings of the mass. It gives a detailed

insight into her unique style of managing and handling the mass for more than 40 years in India. Chapter 10 gives us the observation and conclusion of the entire research work. It also contains the limitation of this research study. Next chapter gives the summary of the study. The summary is the gist of the entire research work. It highlights the main areas and findings of the research study. Next bibliography and appendix are given. The research work specifies the list of tables, figures etc. The list of table needs to be mentioned here. It is an important part of the research work. It contains Reliability Statistics, Test of Normality as well as Descriptive Statistics for all 12 Dimensions of the research work. The table also contains the Performances in Financial Sector, Performances in Agriculture and Agricultural Marketing Sector, Health and Family Welfare Development, Food and Supplies & Forestry & Irrigation, Higher Education, Micro, Small and Medium Industries, Industry Commerce and Enterprises, Backward Class Welfare and Tribal Development, Power and Non-Conventional Energy Resources, School Education, Technical Education and Training, Fisheries Production, Performances in Fire and Emergency Services, Technical Education and Training department of Government of West Bengal. The research study also explores the achievements of Mamata Banerjee as the Minister of Railways of Government of India. It has also thrown light upon her tenure as the minister of HRD, Youth and Sports and also as the minister of Coal of Government of India. Mamata Banerjee has always played an instrumental role in the SAARC region. Her leadership has helped India and the neighbouring countries to establish and maintain good peaceful relationship for a sustainable period of time. It is unique in nature. She is the 1st Chief Minister of West Bengal. Under her leadership the people of West Bengal is experiencing growth and development they have not seen before. To do the research work data is collected from 350 respondents. A questionnaire having 12 dimensions are set and administered to collect primary data on a five point scale. Then the collected data is analysed with the help of different statistical tools. Data collected from the secondary

sources are also collected and analysed to come to the findings. The research work says that Mamata Banerjee is a charismatic woman leader in the field of politics, public administration. She is a leader of the mass and leading the government and the administration from the front. She has a sensitive mind to understand the pulse of the mass. It has helped her to become a successful Mass Leader over the period of time.